

# ARUCC 2016

VANCOUVER, BC . JUNE 19-22

**CLICK!** CONNECTING LEARNING, INNOVATION, COLLEGIALLY AND KNOWLEDGE  
**CLICC!** CONNEXIONS ENTRE L'INNOVATION, DE LA COLLABORATION ET DES CONNAISSANCES

## **SPONSORSHIP AND ADVERTISING OPPORTUNITIES** *for ARUCC 2016 CONFERENCE* SHERATON VANCOUVER WALL CENTRE / JUNE 19-22, 2016

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The ARUCC Biennial Conference attracts senior managers and decision makers from universities and colleges across Canada in this premier Canadian event of the year for education, networking and idea-sharing. Delegates represent the areas of admissions, graduate studies, records & systems, scholarships & awards and recruitment and many have 10 - 20+ years of experience in a postsecondary environment. The 2016 Conference will be held at the Sheraton Vancouver Wall Centre from June 19 - 22, 2016. The Conference also involves collaboration with PCCAT (Pan-Canadian Consortium on Admissions & Transfer).

Take advantage of this opportunity to increase your exposure to the ARUCC audience by sponsoring one of the following events or items. Sponsor benefits are listed below each sponsorship level. In addition, every sponsor will receive the following:

- ✦ Company name and hyperlink on the conference website once sponsorship is confirmed
- ✦ Recognition on the conference app
- ✦ Logo signage at sponsored event (if applicable)

## SPONSORSHIPS AVAILABLE

The following sponsorship opportunities are available on a first-come, first-served basis.

### **OFFSITE EVENT/TOUR \$5,000 (2 AVAILABLE)**

A unique opportunity to engage your brand by sponsoring our (location TBD) offsite event! This opportunity will allow delegates to get out of the hotel and network in a fun and interactive setting.

- ✦ Banner ad in event app
- ✦ Speaking opportunity for one representative at the event
- ✦ Verbal recognition at the awards luncheon
- ✦ Sponsor may distribute one promotional item at the event
- ✦ Sponsor can place an insert in the Conference Registration Bag
- ✦ Two complimentary tickets to the offsite event



## **AWARDS LUNCHEON \$5,000 (2 AVAILABLE)**

The awards luncheon is one of the biggest highlights of the conference. It is an opportunity for all delegates to get together in one room and pay tribute to the 2016 award recipients.

- ✦ Banner ad in event app
- ✦ Verbal recognition at the awards luncheon
- ✦ Sponsor may distribute one promotional item at the event
- ✦ Sponsor can place an insert in the Conference Registration Bag

## **REGISTRATION CARRY-ALL \$4,000**

Get maximum exposure! We'll put your logo on the registration carry-all given to each delegate so it's one of the first things delegates see. We'll package important conference information in this conference carry-all used by attendees during the conference and after.

- ✦ Your logo on the Conference bag
- ✦ Sponsor can place an insert in the Conference Registration Bag

## **CONFERENCE APP \$3,700**

New for ARUCC 2016 – Be the first to sponsor the conference app. The conference app will be the main source of information for all conference details such as the full schedule of events, speakers and their biography's, exhibitors and booth locations as well as information on the hotel and things to do in and around the area.

- ✦ Company banner on the conference app
- ✦ Company logo on the home page of the app

## **OPENING BREAKFAST/PLENARY SPEAKER \$3,500**

Give your company maximum exposure as the official sponsor of the Opening Plenary Session and breakfast. The event features a delicious breakfast followed by the Plenary Speaker.

- ✦ Sponsor can place an insert in the Conference Registration Bag
- ✦ Sponsor may distribute one promotional item at the event

## **CLOSING BREAKFAST/PLENARY SPEAKER \$3,500**

Maximize your exposure on the final day by sponsoring the closing breakfast and Plenary.

- ✦ Sponsor can place an insert in the Conference Registration Bag
- ✦ Sponsor may distribute one promotional item at the event



## **TUESDAY RECEPTION \$3,500**

Your sponsorship will help provide delicious food and 1 complimentary drink for the opening reception to be held in the Exhibit Hall on Tuesday, June 21.

- ✦ Sponsor can place an insert in the Conference Registration Bag
- ✦ Sponsor may distribute one promotional item at the event

## **CONFERENCE BADGE HOLDER/LANYARD \$2,700**

All attendees will be wearing this custom lanyard designed with your logo throughout the Conference.

- ✦ Custom lanyard with company logo that holds official conference badge

## **REFRESHMENT BREAK \$950 (5 AVAILABLE)**

Your sponsorship will provide “thirst aid” to delegates during one of the refreshment breaks on Monday, Tuesday or Wednesday.

## **REGISTRATION BAG INSERTS**

(NOT CONSIDERED A SPONSORED ITEM)

Rate 1 - \$500 (ARUCC members)

Rate 2 - \$750 (Non-members)

We'll insert your product and service brochures in the delegate Registration Bag given to each registrant:

- ✦ Insert your company's promotional literature in the Conference Registration Bag. All brochures must conform to a maximum finished size of 8.5" x 11" (quantity required ~300)

For further information on sponsorship please contact Carolyn Potter, ARUCC Conference Manager at 416-807-8700 or [conference@arucc.ca](mailto:conference@arucc.ca)

# ARJCC2016

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<b>SPONSORSHIP BENEFITS COMPARISON CHART</b>	Offsite Event / Tour	Awards Luncheon	Registration Carry-All	Conference App	Opening Session / Plenary Speaker	Closing Session / Plenary Speaker	Tuesday Reception	Conference Badgeholder / Lanyard	Refreshment Break
	\$5000 2 avail.	\$5000 2 avail.	\$4000 1 avail.	\$3700 1 avail.	\$3500 1 avail.	\$3500 1 avail.	\$3500 1 avail.	\$2500 1 avail.	\$950 5 avail.
Company name and hyperlink on conference website	✓	✓	✓	✓	✓	✓	✓	✓	✓
Recognition on conference app	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo signage at sponsored event (if applicable)	✓	✓			✓	✓	✓		✓
Banner ad in event app	✓	✓		✓					
Verbal recognition at the awards luncheon	✓	✓							
Speaking opportunity for 1 (one) representative at the event	✓	✓							
Two complimentary tickets to the offsite event	✓								
Sponsor can place an insert in the conference registration bag	✓	✓	✓		✓	✓	✓		
Sponsor may distribute 1 (one) promotional item at the event	✓	✓			✓	✓	✓		
Company logo on the conference bag			✓						
Company logo on the home page of the app				✓					
Custom lanyard w/ company logo that holds official conference badge							✓		